

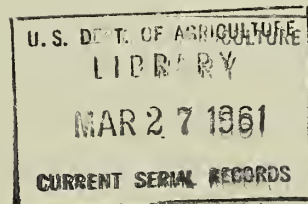
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CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES



DECEMBER 1960

CPFJ-112

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated total household consumer purchases of frozen concentrated juices, chilled orange juice, canned juices and fruit, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

February 1961

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

CONTENTS

	<u>Page</u>
Summary.....	4
Frozen and chilled juices.....	4
Canned single-strength juices.....	5
Canned single-strength fruit drinks.....	7
Canned fruit.....	8

Tables and Figures

Purchases, proportion of families buying, purchase per buying family and average prices paid

Summary.....	9
Frozen concentrated orange juice.....	10, 22
Chilled orange juice.....	11, 22
Single-strength orange juice.....	12, 22
Single-strength grapefruit juice.....	13, 23
 Pineapple juice.....	 14
Prune juice.....	15, 23
Tomato juice.....	16
Single-strength orange drink.....	17, 22
Pineapple-grapefruit drink.....	18, 23
 Canned grapefruit sections.....	 19, 23
Miscellaneous canned single-strength juices.....	20
Miscellaneous canned fruit drinks.....	20
Total canned single-strength juices and fruit drinks.....	21
Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit.....	21
 Percentage of families buying orange products.....	 22
Percentage of families buying grapefruit and other products..	23

CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
DECEMBER 1960

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Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Household consumers purchased 12 percent more juices and canned fruit drinks in total in December 1960 than in the same month of 1959. Purchases of frozen concentrated juices were up 10 percent, canned single-strength juices up 7 percent, and canned fruit drinks up 28 percent.

By individually reported products, December purchases of frozen concentrated orange juice, chilled orange juice, orange drink, pineapple juice, and pineapple-grapefruit drink were up 8 to 55 percent, to reach record or near record levels for the month. In contrast, purchases of canned orange juice were off 8 percent to a new December low. Tomato juice purchases, also off 8 percent, dropped to an 11-year December low.

Miscellaneous frozen concentrated juices, and miscellaneous canned single-strength juices were purchased in substantially greater volume than in December 1959. More moderate gains were made by miscellaneous fruit drinks, prune juice, canned grapefruit juice, and canned grapefruit sections.

The indicated orange crop for 1960-61 is smaller and later than the 1959-60 crop. Movement of oranges to the fresh fruit market and to processing plants through December was well behind year-earlier levels. The indicated grapefruit crop is about the same as in the preceding season. Like oranges, these fruit are late in maturing, and utilization for fresh use and for processing is behind last year.

FROZEN AND CHILLED JUICES

HEAVY CONSUMER
DEMAND FOR
FROZEN ORANGE
CONCENTRATE

Heavy consumer demand for frozen orange concentrate that existed throughout the year carried into December, with purchases and the proportion of families buying rising to new peaks for the month. December was the sixth month in 1960 in which consumer buying rose to record levels. 1/

1/ Monthly data in this report are for 28-day periods to facilitate comparisons.

Purchases totaled 5.6 million gallons, 8 percent more than in December a year earlier. The gain reflected an increase in the proportion of families buying from 28 to 30 percent. The buying-family purchase, however, held at 7.6 cans.

Retail prices, which have been moving upward for several months, reached 19.4 cents per 6-ounce can to equal the year-earlier price. December prices were up 18 percent from the average pre-freeze December (1954-56), and purchases were 17 percent greater. (See pages 10 and 22.)

Production of frozen orange concentrate through December was only about two-thirds as great as in the same portion of the preceding season. Inventories of the product in the hands of processors at the end of December were also substantially smaller than a year earlier.

MISCELLANEOUS
CONCENTRATES
UP

Purchases of miscellaneous frozen concentrates were about a third greater than in December 1959, when the quantity bought was the lowest reported in recent years. Retail movement amounted to 611,000 gallons.

A 6-ounce can of these frozen juices cost consumers 18.6 cents, 1.5 cents less than in December 1959.

CHILLED ORANGE
JUICE CONTINUES
TO TOP RECORDS

Purchases of chilled orange juice jumped 38 percent over a year earlier to a new December peak of 2.1 million gallons. This was the ninth month in succession in which consumer buying rose to record levels. December 1959 purchases, in contrast, were down to a 4-year low.

Most of the gain in volume was associated with an increase in the proportion of families buying from 3.5 to 4.6 percent. Buying-family purchases, which averaged 3.5 quarts for the month, were slightly larger than a year earlier.

Chilled orange juice was bought in December at an average price of 39.4 cents per quart. This was a cent or two more than paid in most months of 1960, but it was 2.3 cents less than the December 1959 price. (See page 11.)

CANNED SINGLE-STRENGTH JUICES

NEW DECEMBER
LOWS FOR
ORANGE JUICE

The proportion of families that bought canned orange juice in December 1960 and the quantity purchased per family were the smallest reported for the month in this 12-year series. Purchases totaled 667,000 cases, an 8-percent decline from the same month of 1959. About 6.2 percent of families bought, compared with 7 percent a year earlier. On the other hand, purchases per buying family, at 1.9 cans, were slightly larger.

Retail prices averaged 39.2 cents per 46-ounce can. This was the highest price since December 1959, when the average was 40.7 cents. (See page 12.)

Production of canned orange juice from the new orange crop through December was only about two-thirds as great as in the corresponding period of 1959-60. Cannery inventories at the end of the month were also substantially below those of a year earlier.

GAIN MADE BY
GRAPEFRUIT
JUICE

Purchases of canned grapefruit juice for home consumption totaled 572,000 cases in December, a moderate gain over a year earlier. The increase was associated with a heavy purchase per buying family, which at 2.2 cans, was the largest reported in recent years. However, much of that gain was offset by the fall in the proportion of families buying to a new December low of 4.7 percent. December was the tenth consecutive month in which the proportion of families buying was at record low levels in this 12-year series of data.

Retail prices moved up a little in December to average 31 cents per 46-ounce can. Year-earlier prices were 0.9 cent higher. (See page 13.)

The grapefruit crop is late in maturing, and movement of the fruit to the fresh market and to canners is well below levels of the preceding season. Production of canned grapefruit juice was only about half as great through December this season as last and canners' stocks on December 31 were substantially smaller than a year earlier.

PINEAPPLE JUICE
JUMPS TO 10-YEAR
HIGH

Consumer purchases of pineapple juice soared 36 percent over a year earlier to reach 1.2 million cases, a 10-year December high. Fourth quarter purchases were the largest for any quarter in several years. Buying-family purchases at 2.3 cans for the month were sharply larger than a year earlier. In addition, the proportion of families buying at 9.6 percent was up almost a percentage point.

A 46-ounce can of pineapple juice cost consumers an average of 28 cents, 3.7 cents less than a year earlier, 0.4 cent less than the 1954-56 December average. Except for pineapple-grapefruit drink, pineapple juice was the least expensive juice or drink reported in December. (See page 14.)

PRUNE JUICE
UP 8 PERCENT

Retail purchases of prune juice - 579,000 cases - were 8 percent greater than in December 1959 and slightly greater than the 1954-56 average for the month. The gain was associated with a heavy buying-family purchase, which at 2.4 quarts was about the largest reported for any month in the 12-year series. However, the proportion of families buying - 6 percent - was not quite as great as a year earlier. Consumers paid an average of 43.5 cents for a quart of prune juice, slightly more than a year earlier. (See page 15.)

NEW LOWS FOR
TOMATO JUICE

Retail movement of tomato juice remained slow in December. Purchases were off 8 percent from a year earlier to an 11-year low for the month of 1.5 million cases.

The proportion of families buying was down 1.5 percentage points to a new December low of 14 percent. Buying-family purchases, however, held at the year-earlier level of 2 cans.

Retail prices averaged 28.5 cents per 46-ounce can, the highest reported in 1960 and 1.3 cents more than paid a year earlier. (See page 16.)

GOOD GAIN FOR MISCELLANEOUS JUICES

About 17 percent of families bought miscellaneous canned juices in December, compared with a little less than 16 percent a year earlier. The average size of purchase was also moderately larger. Total purchases were up 17 percent to 1.4 million cases. An average 46-ounce can of these juices cost consumers 37.1 cents, 0.5 cent less than a year earlier. (See page 20.)

SINGLE-STRENGTH JUICES GAIN 7 PERCENT IN TOTAL

December purchases of single-strength juices totaled 6 million cases, the largest December volume for several years. On a buying-family basis, purchases averaged 2.7 cans (46-ounce), compared with 2.5 cans a year earlier. The 39.7 percent of families that bought, however, was somewhat smaller. (See page 21.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK PRICES AND PURCHASES AT NEW DECEMBER HIGHS

The quantity of canned orange drink purchased for household use in December, the proportion of families buying, and prices paid for the product all represented new highs for the month. About 3.3 percent of families bought, a gain of 1 percentage point over a year earlier. Buying-family purchases (2.5 cans) were also moderately larger, and total consumer purchases jumped to 466,000 cases, a 55-percent gain over December 1959.

Retail prices edged up to 31.6 cents per 46-ounce can, 0.7 cent higher than a year earlier and almost the equal of the record high price of May 1959. (See page 17.)

4-CENT DROP IN PINEAPPLE- GRAPEFRUIT DRINK PRICES

Prices paid for pineapple-grapefruit drink were down 4 cents from a year earlier, 1.6 cents from November, to 26.8 cents per 46-ounce can. At this price, the lowest in the 4 years data have been obtained, pineapple-grapefruit drink was the least expensive drink or juice reported.

Purchases rose contra-seasonally to 1.1 million cases, a gain of about 50 percent over a year earlier. The proportion of families buying advanced from 6 percent in December 1959 to 7.2 percent, and the buying-family purchase increased from 2.2 to 2.7 cans. (See page 18.)

MISCELLANEOUS
DRINKS UP
MODERATELY

Purchases of the miscellaneous fruit drinks at 1.2 million cases in December were only moderately greater than a year earlier, in contrast to the sharp gains made by both orange and pineapple-grapefruit drinks.

The proportion of families buying was up about 1 percentage point, but much of that gain was offset by a reduced size of purchase. Prices paid for these products were down a little from the preceding December to 34.9 cents per 46-ounce can. (See page 20.)

MORE FAMILIES
BUY FRUIT DRINKS
AND PURCHASES
JUMP

About 17 percent of the Nation's families bought one or more canned fruit drinks in December, compared with 15 percent a year earlier. The average size of purchase also was larger, and total purchases of fruit drinks were up more than a fourth (589,000 cases) to 2.7 million cases. (See page 21.)

CANNED FRUIT

RELATIVELY FEW
FAMILIES BUY
GRAPEFRUIT
SECTIONS

Only 3.4 percent of families bought canned grapefruit sections in December. The proportion buying was a little smaller than a year earlier and the lowest reported in the 4-year series. Those families buying, however, purchased greater quantities in comparison with a year earlier and retail movement increased 11 percent

in total. Retail prices averaged 21.5 cents per No. 303 can, 0.7 cent more than a year earlier. (See page 19.)

Production of canned grapefruit sections through December was substantially smaller than in the corresponding period of the 1959-60 season. Processors' inventories at the end of the month were also considerably below year-earlier levels.

Table 1. SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, December 1960 and 1959 1/

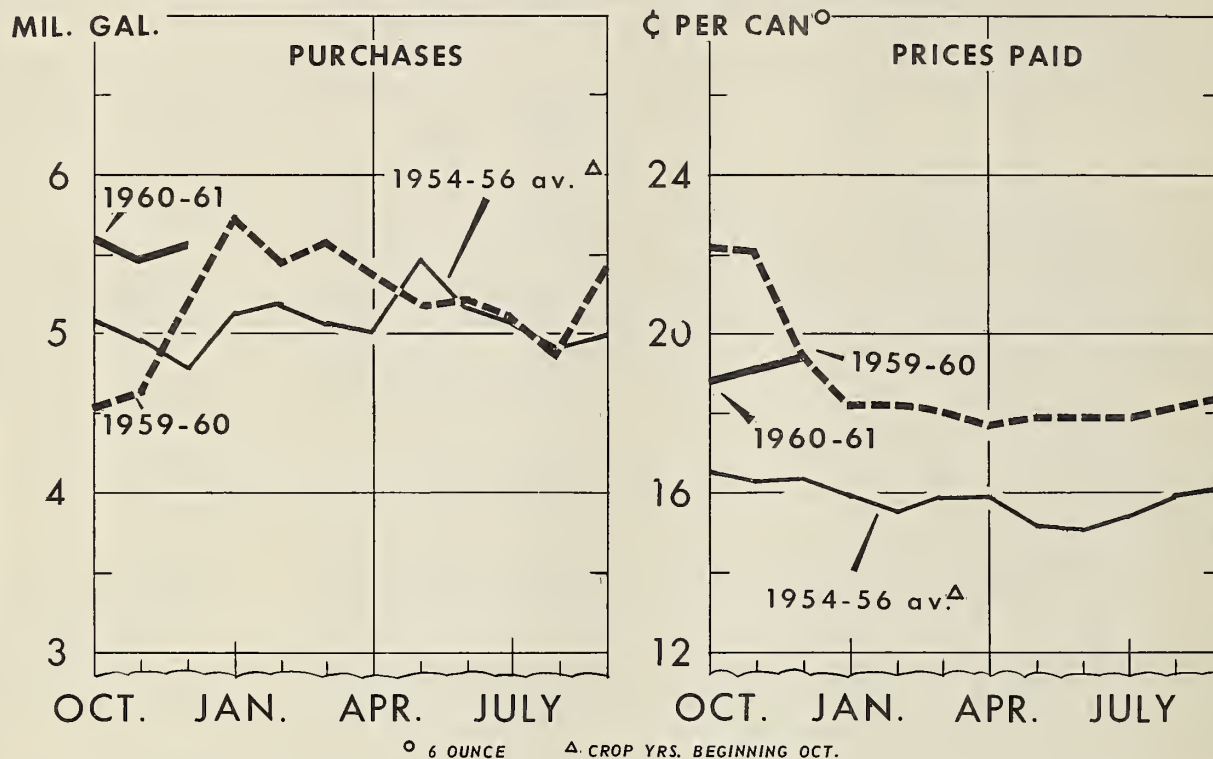
Commodity	Total purchases		Proportion of families buying		Purchases per buying family					Average price paid per actual unit				
	Dec. 1960	Dec. 1959	Change 1960-59	Percent	Percent	Number		Average size of purchase		Quantity per month		Unit	Dec. 1960	Dec. 1959
						Dec. 1960	Dec. 1959	Ounces	Ounces	Ounces	Ounces			
FROZEN CONCENTRATED JUICES:	1,000	1,000	gallons	gallons										
Orange	5,552	5,138	8	30.1	27.9	2.1	2.0	21.6	22.7	45	45	6-oz.	19.4	19.4
Miscellaneous	611	466	31					15.9	13.4			6-oz.	18.6	20.1
Total	6,163	5,604	10											
CHILLED ORANGE JUICE	2,122	1,532	38	4.6	3.5	2.7	2.9	41.5	37.9	112	110	32-oz.	39.4	41.7
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000	cases 2/	cases 2/										
Orange	667	726	-8	6.2	6.8	1.8	1.5	49.8	57.5	90	86	46-oz.	39.2	40.7
Grapefruit	572	538	6	4.7	5.2	1.6	1.4	64.0	62.9	102	88	46-oz.	31.0	31.9
Pineapple	1,232	907	36	9.6	8.8	1.5	1.4	70.9	61.2	106	86	46-oz.	28.0	31.7
Prune	579	536	8	6.0	6.2	1.9	1.8	41.1	40.2	78	72	32-oz.	43.5	43.3
Tomato	1,505	1,636	-8	14.0	15.5	1.6	1.5	56.5	60.0	90	90	46-oz.	28.5	27.2
Miscellaneous	1,411	1,207	17	17.0	15.8	1.7	1.6	38.9	39.4	66	63	46-oz.	37.1	37.6
Total	5,966	5,550	7	39.7	40.4	2.4	2.2	50.9	51.8	122	114			
CANNED SINGLE-STRENGTH FRUIT DRINKS:														
Orange	466	301	55	3.3	2.4	1.5	1.5	75.5	71.1	113	107	46-oz.	31.6	30.9
Pineapple-grapefruit	1,062	713	49	7.2	6.0	1.4	1.4	87.9	71.4	123	100	46-oz.	26.8	30.8
Miscellaneous fruit	1,176	1,101	7	9.2	8.3	1.7	1.7	61.4	65.0	104	110	46-oz.	34.9	35.3
Total	2,704	2,115	28	16.9	14.7	1.8	1.8	71.9	68.0	129	122			
CANNED GRAPEFRUIT SECTIONS	193	174	11	3.4	3.6	1.4	1.4	36.4	32.9	51	46	16-oz. 3/	21.5	20.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case.

3/ Equivalent No. 303 can. Omission of entry indicates data are not available.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

AGRICULTURAL MARKETING SERVICE

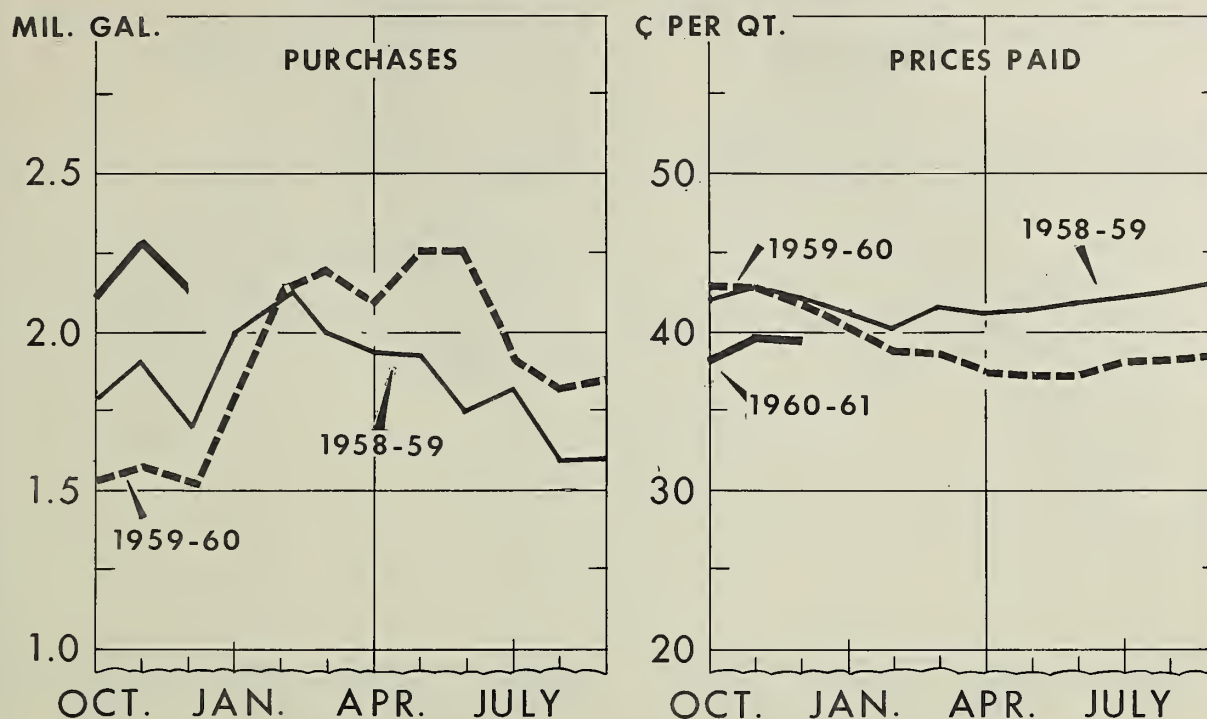
Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 6-ounce can		
	1960-1961	1959-1960	Average: 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average: 1954-56
	gals.	gals.	gals.	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	5,064	29.1	26.9	24.4	46	41	38	18.8	22.2	16.6
Nov.	5,458	4,634	4,955	30.1	26.7	24.1	46	43	37	19.1	22.1	16.3
Dec.	5,552	5,138	4,751	30.1	27.9	22.4	45	45	37	19.4	19.4	16.4
Oct.-Dec.			15,902									
Jan.		5,730	5,122		30.3	25.8		45	41		18.2	15.9
Feb.		5,444	5,179		28.1	26.2		48	42		18.2	15.5
Mar.		5,579	5,043		27.8	26.1		50	42		18.1	15.8
Oct.-Mar.			32,579									
Apr.		5,385	5,006		28.3	25.8		45	43		17.8	15.8
May		5,213	5,441		27.7	24.8		46	41		18.0	15.2
Jun.		5,232	5,147		28.3	25.9		44	40		17.9	15.1
Oct.-Jun.			49,479									
Jul.		5,081	5,061		27.2	24.5		45	40		17.9	15.4
Aug.		4,879	4,897		27.5	24.5		43	41		18.1	15.9
Sep.		5,433	4,987		29.3	26.9		44	42		18.3	16.1
Season			65,680									15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

AGRICULTURAL MARKETING SERVICE

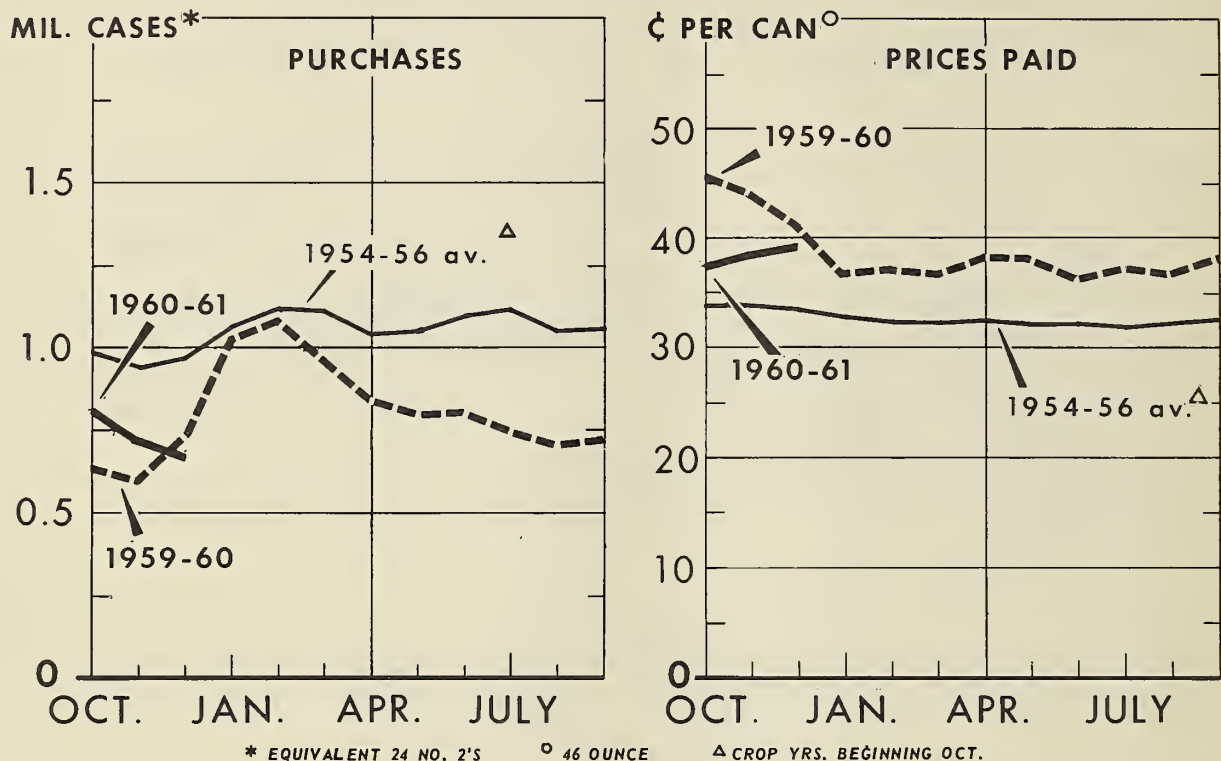
Table 3.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1958 to date

Period ^{1/}	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per quart		
	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959
	gals.	gals.	gals.	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,782	4.7	3.7	3.6	109	103	125	38.2	42.7	41.8
Nov.	2,282	1,573	1,911	4.9	3.4	3.5	110	116	137	39.7	42.6	42.5
Dec.	2,122	1,532	1,706	4.6	3.5	3.4	109	110	126	39.4	41.7	42.1
Oct.-Dec.			5,749									
Jan.		1,798	2,002		4.1	4.4		110	113		40.2	41.2
Feb.		2,153	2,124		5.1	4.8		103	112		38.8	40.2
Mar.		2,220	1,993		4.7	4.4		116	114		38.7	41.6
Oct.-Mar.			12,343									
Apr.		2,099	1,942		4.4	4.1		113	119		37.5	41.2
May		2,277	1,925		4.7	4.1		117	114		37.3	41.4
Jun.		2,271	1,748		5.0	3.9		108	111		37.3	41.9
Oct.-Jun.			18,385									
Jul.		1,911	1,815		4.4	4.0		107	112		38.0	42.1
Aug.		1,829	1,585		4.2	3.5		107	114		38.2	42.4
Sep.		1,846	1,602		4.2	3.4		109	117		38.4	43.1
Season			23,765									41.8

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

AGRICULTURAL MARKETING SERVICE

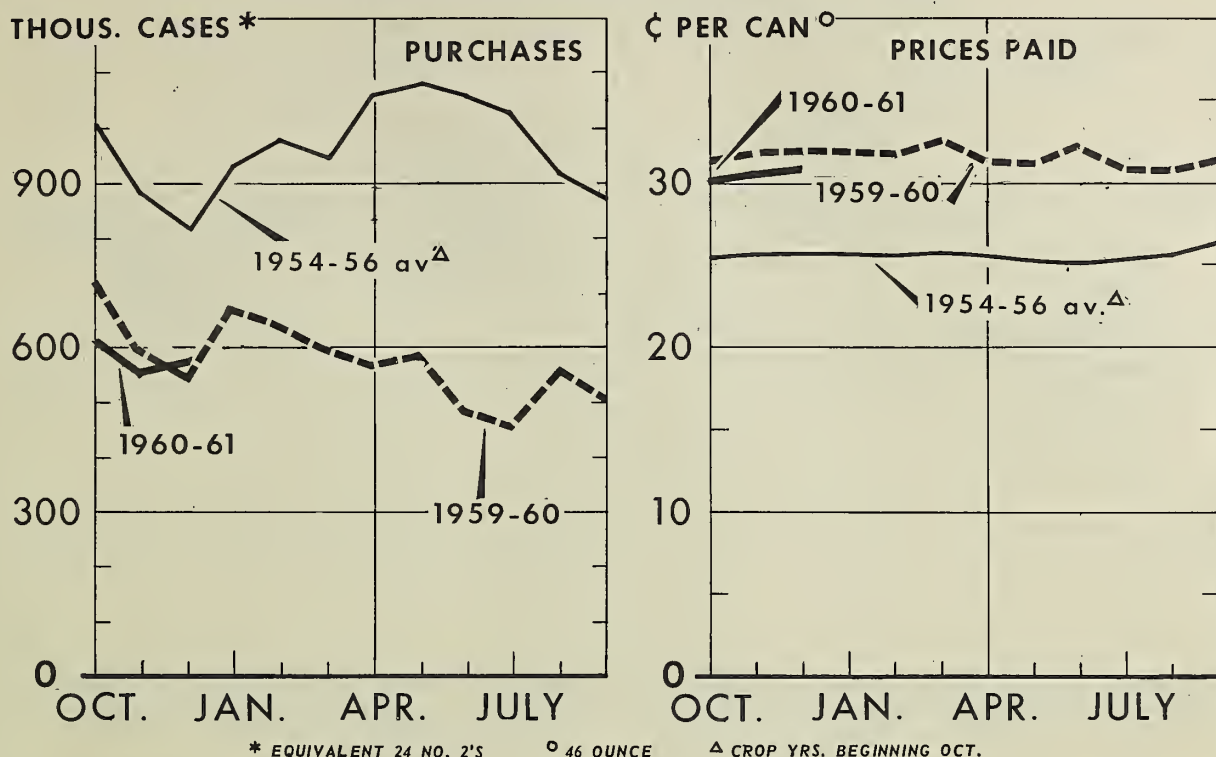
Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	811	626	978	7.3	6.1	9.1	92	86	92	37.5	45.5	33.8
Nov.	714	594	944	6.5	5.9	8.4	88	86	82	38.8	43.9	33.8
Dec.	667	726	968	6.2	6.8	7.5	90	86	87	39.2	40.7	33.5
Oct.-Dec.	3,121											
Jan.		1,021	1,055		8.4	7.6		102	85		36.7	32.7
Feb.		1,066	1,118		9.9	8.0		89	83		37.0	32.3
Mar.		964	1,113		7.9	6.7		101	84		36.7	32.2
Oct.-Mar.	6,685											
Apr.		831	1,033		7.0	7.0		98	86		38.2	32.4
May		782	1,046		6.8	6.3		96	84		38.0	32.3
Jun.		801	1,087		6.8	6.2		95	80		36.8	32.2
Oct.-Jun.	10,120											
Jul.		733	1,110		6.4	6.3		94	81		37.2	32.0
Aug.		709	1,036		6.8	5.8		87	81		36.9	32.2
Sep.		716	1,044		6.7	6.1		89	82		38.0	32.5
Season	13,566											32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.
Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

AGRICULTURAL MARKETING SERVICE

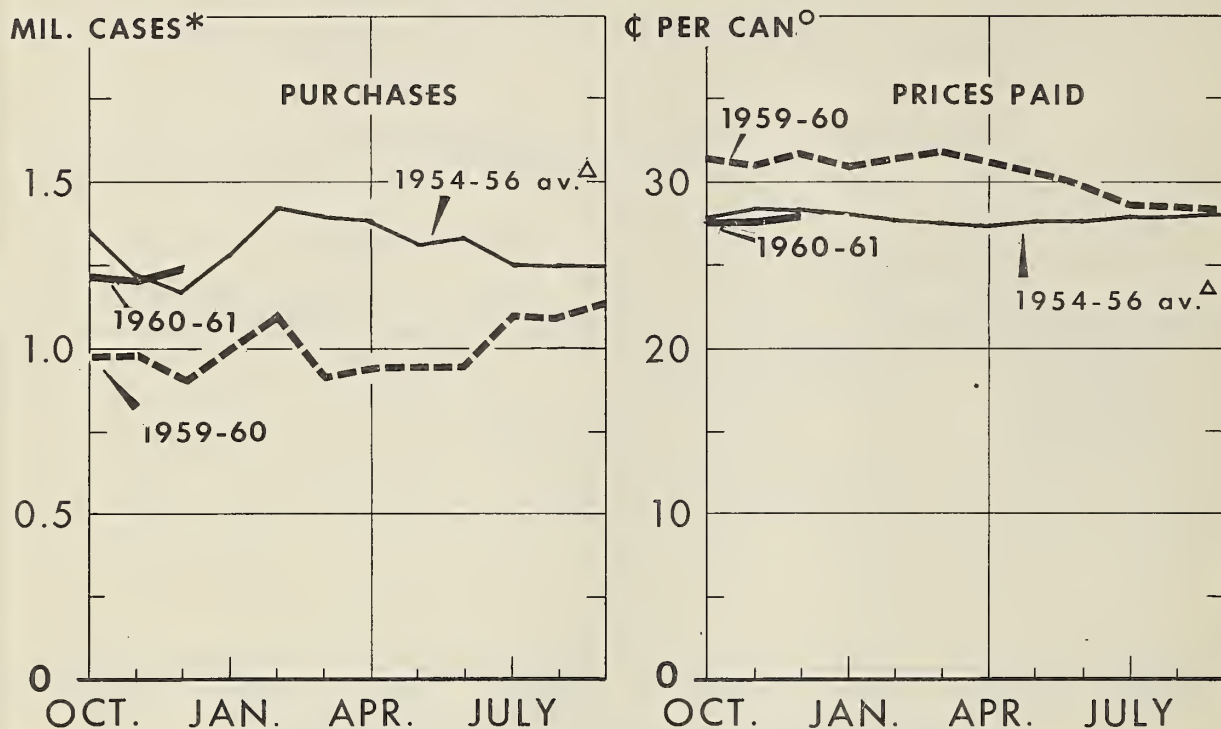
Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average: 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average: 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	611	729	1,015	5.2	6.1	6.6	97	102	92	30.1	31.2	25.6
Nov.	550	592	883	4.7	5.6	5.8	94	87	95	30.5	31.8	25.9
Dec.	572	538	824	4.7	5.2	5.1	102	88	86	31.0	31.9	25.9
Oct.-Dec.			2,927									
Jan.		671	938		6.1	5.8		91	84		31.9	25.9
Feb.		647	983		5.7	5.7		96	85		31.7	25.7
Mar.		589	950		5.5	6.5		85	90		32.7	25.9
Oct.-Mar.			6,037									
Apr.		563	1,069		5.3	7.3		85	101		31.5	25.7
May		583	1,083		5.0	7.5		100	98		31.3	25.4
Jun.		491	1,063		4.5	6.3		91	97		32.1	25.2
Oct.-Jun.			9,503									
Jul.		465	1,032		4.2	5.8		87	94		31.0	25.5
Aug.		566	922		4.7	5.7		100	93		30.9	25.9
Sep.		507	875		4.5	5.7		91	93		31.3	26.5
Season			12,557									25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.
Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

AGRICULTURAL MARKETING SERVICE

Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

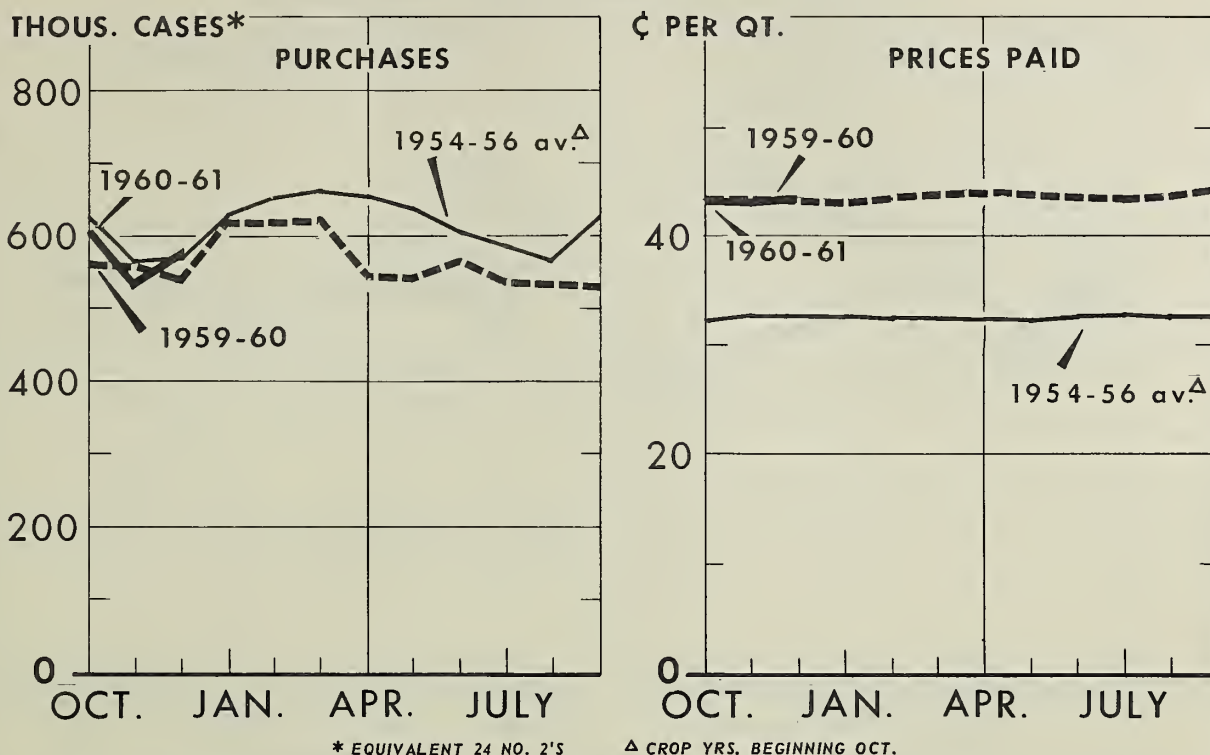
Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,352	9.6	9.2	11.6	102	88	87	27.6	31.4	27.9
Nov.	1,208	977	1,220	9.3	9.1	10.4	103	89	88	27.7	31.0	28.4
Dec.	1,232	907	1,174	9.6	8.8	9.7	106	86	86	28.0	31.7	28.4
Oct.-Dec.			4,027									
Jan.		986	1,285		9.9	10.4		84	88		31.1	28.1
Feb.		1,099	1,424		10.5	10.0		87	85		31.5	27.7
Mar.		915	1,400		8.6	10.4		90	91		31.8	27.5
Oct.-Mar.			8,507									
Apr.		933	1,388		8.7	10.6		90	88		31.1	27.4
May		940	1,312		8.5	9.3		93	82		30.7	27.7
Jun.		950	1,335		8.7	9.4		91	86		30.2	27.7
Oct.-Jun.			12,878									
Jul.		1,107	1,253		9.1	8.7		101	80		28.7	28.0
Aug.		1,090	1,251		8.8	9.2		99	89		28.8	28.0
Sep.		1,113	1,248		9.6	9.4		96	86		28.3	28.1
Season			16,906									27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

AGRICULTURAL MARKETING SERVICE

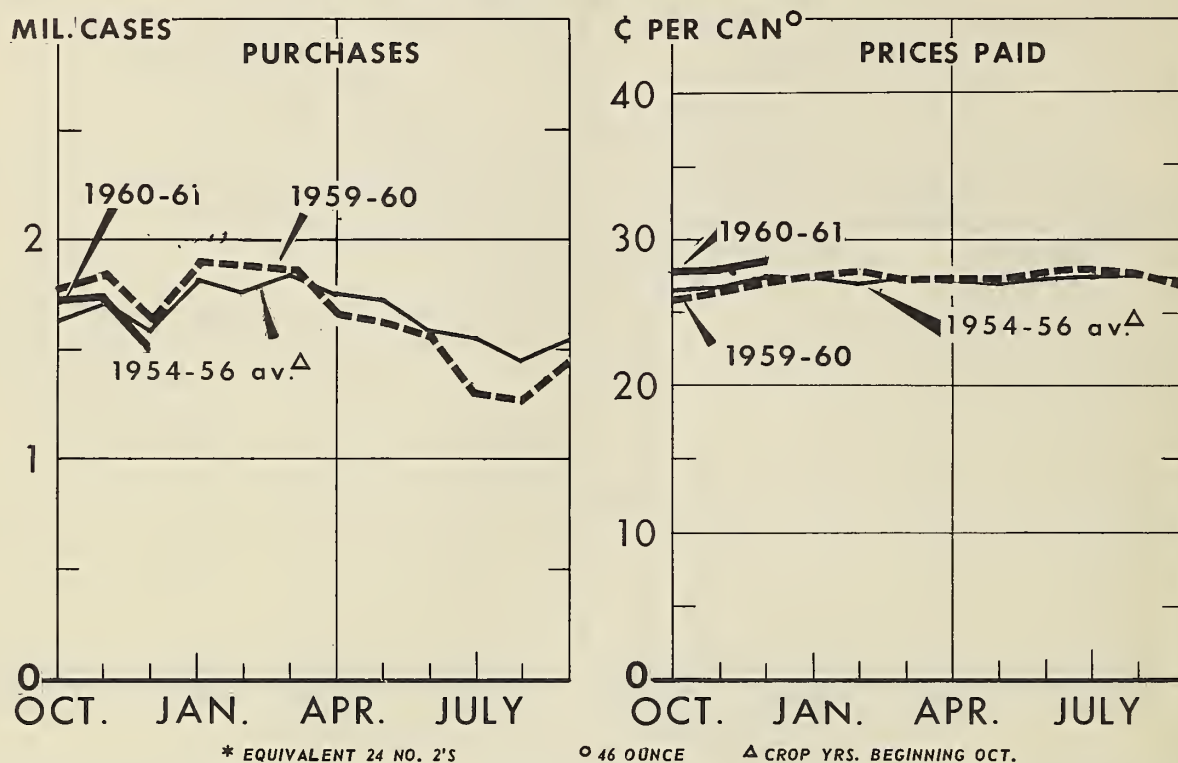
Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per quart		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	606	562	615	6.8	6.4	7.1	72	73	72	43.3	43.4	32.3
Nov.	533	559	562	6.0	6.3	7.0	72	72	69	43.2	43.6	32.8
Dec.	579	536	569	6.0	6.2	6.7	78	72	71	43.5	43.3	32.7
Oct.-Dec.			1,872									
Jan.		622	629		7.0	7.1		72	69		43.2	32.7
Feb.		618	651		7.5	7.3		68	70		43.4	32.7
Mar.		624	660		7.3	6.9		71	72		43.7	32.6
Oct.-Mar.			3,972									
Apr.		545	653		6.5	6.9		68	68		43.9	32.4
May		544	636		5.8	6.3		77	71		43.9	32.4
Jun.		566	603		6.1	6.0		77	72		43.5	32.6
Oct.-Jun.			6,011									
Jul.		536	585		5.8	6.3		76	63		43.8	32.9
Aug.		536	566		6.1	6.1		74	69		43.8	32.7
Sep.		539	623		6.1	6.6		73	66		44.0	32.7
Season			7,923									32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.
Equivalent cases 24 No. 2 cans...432 ounce per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

AGRICULTURAL MARKETING SERVICE

Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

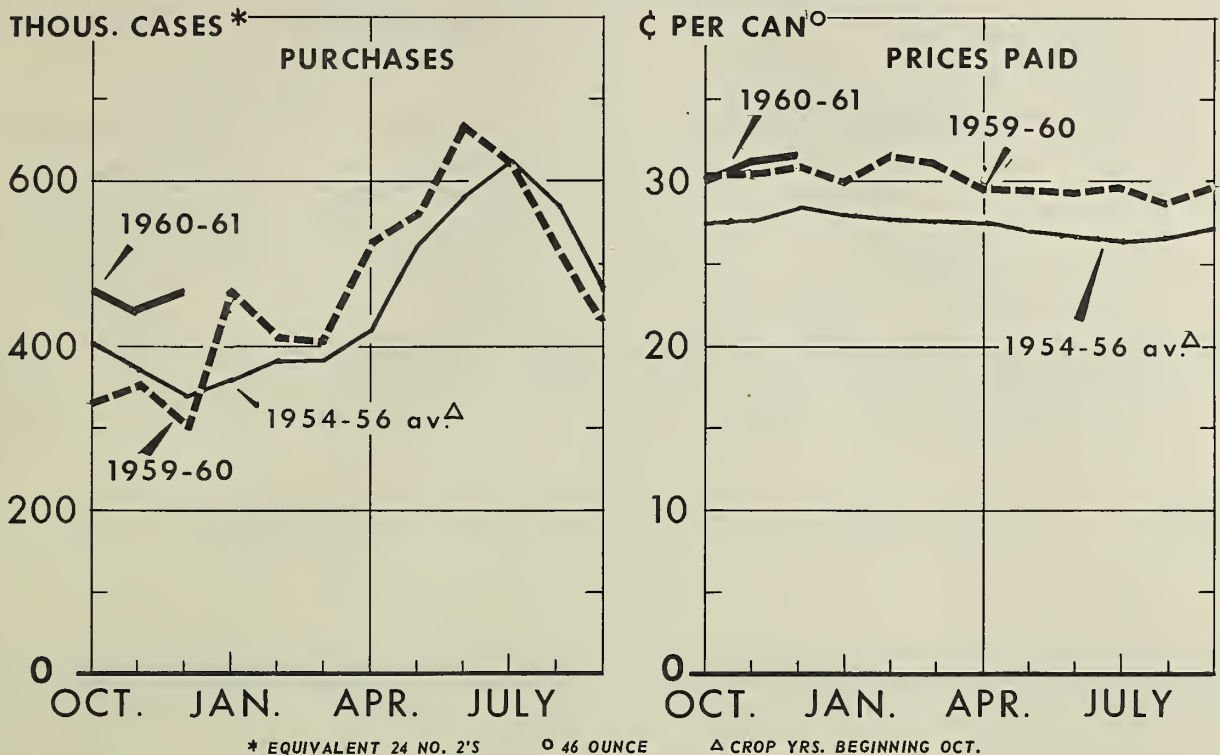
Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,729	1,786	1,640	14.5	15.3	17.0	98	99	94	27.8	26.0	26.5
Nov.	1,742	1,839	1,720	15.1	16.1	16.3	89	97	95	27.9	26.4	26.9
Dec.	1,505	1,636	1,582	14.0	15.5	15.9	90	90	84	28.5	27.2	27.4
Oct.-Dec.			5,390									
Jan.		1,894	1,818		17.6	18.1		88	95		27.5	27.4
Feb.		1,875	1,773		17.8	17.6		89	89		27.9	27.0
Mar.		1,865	1,846		17.1	18.1		92	98		27.3	27.3
Oct.-Mar.			11,282									
Apr.		1,658	1,755		15.7	18.5		88	99		27.6	27.2
May		1,630	1,715		15.0	16.0		92	99		27.4	27.0
Jun.		1,581	1,593		14.8	16.9		92	98		27.8	27.4
Oct.-Jun.												
Jul.		1,280	1,553		12.3	15.0		85	95		28.4	27.5
Aug.		1,277	1,449		12.7	14.2		82	100		27.6	27.3
Sep.		1,407	1,536		13.3	13.9		88	99		27.1	27.2
Season			21,657									27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

AGRICULTURAL MARKETING SERVICE

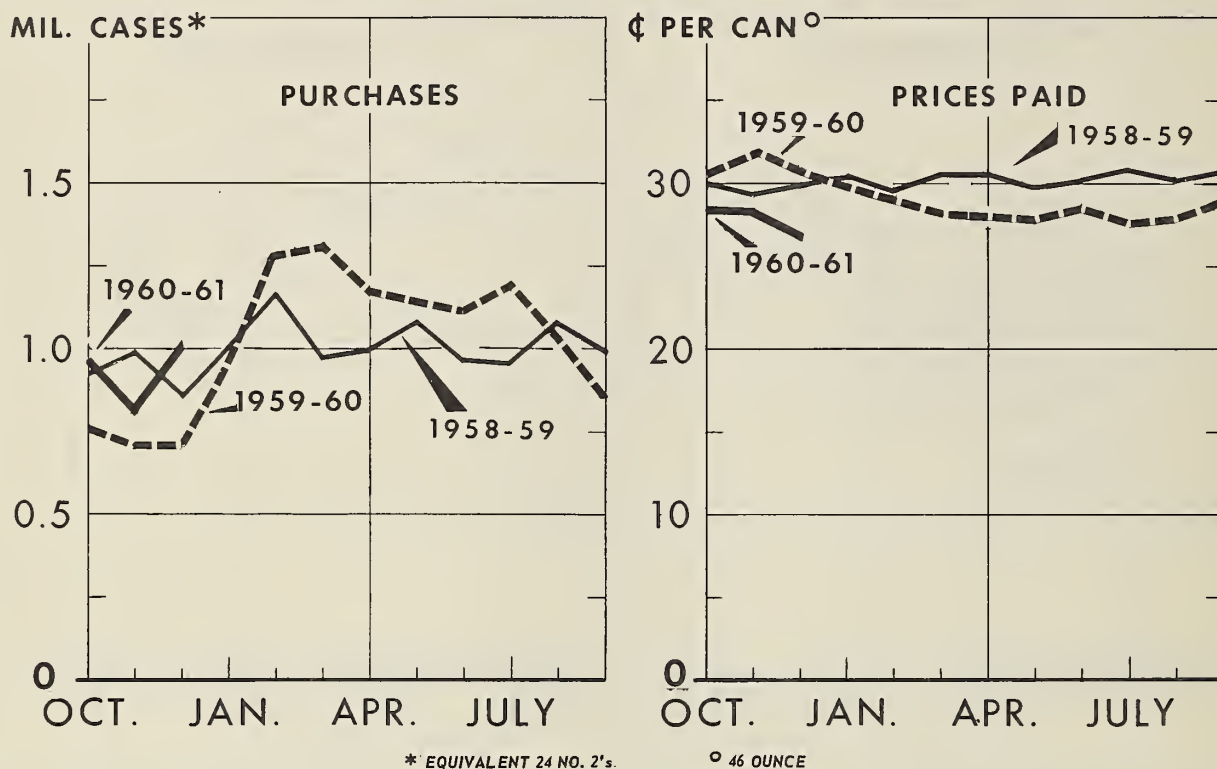
Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	469	331	403	3.3	2.3	3.1	117	117	117	30.0	30.2	27.5
Nov.	444	350	373	3.1	2.9	3.4	110	104	109	31.3	30.6	27.5
Dec.	466	301	340	3.3	2.4	2.8	113	107	121	31.6	30.9	28.2
Oct.-Dec.			1,190									
Jan.		466	359		3.4	3.5		109	111		30.0	28.0
Feb.		414	383		3.6	3.3		96	105		31.5	27.8
Mar.		404	385		3.3	3.7		106	102		31.2	27.7
Oct.-Mar.			2,422									
Apr.		524	420		3.7	4.0		115	111		29.8	27.5
May		563	524		3.8	3.6		124	108		29.9	27.0
Jun.		663	581		4.9	4.2		114	117		29.4	26.6
Oct.-Jun.			4,069									
Jul.		620	621		4.2	3.9		123	113		29.7	26.3
Aug.		528	572		3.9	4.0		114	106		28.8	26.6
Sep.		431	466		3.3	3.1		103	115		29.7	27.1
Season			5,875									27.2

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Equivalent cases 24 No. 2 cans...432 ounces per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

AGRICULTURAL MARKETING SERVICE

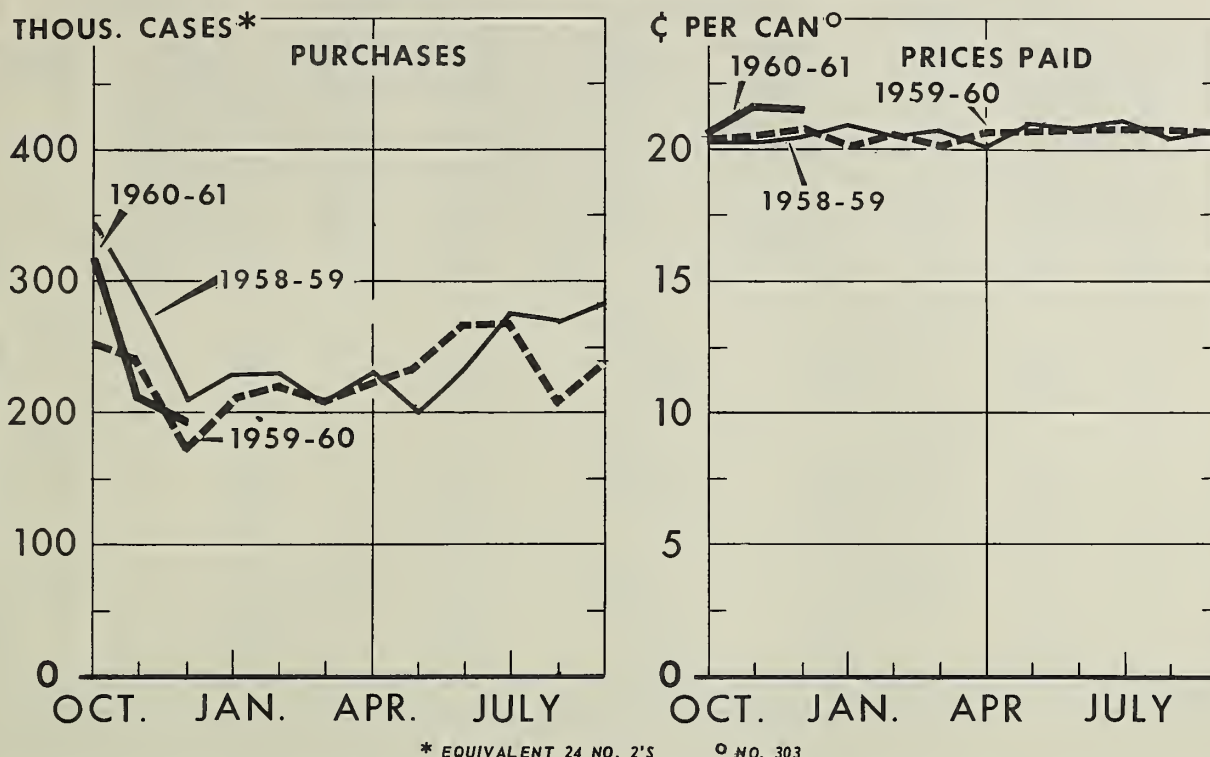
Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family and average prices paid, October 1958 to date

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	964	763	935	6.9	6.6	8.5	118	97	94	28.5	30.7	30.0
Nov.	814	711	997	6.5	6.2	9.1	105	93	91	28.4	31.9	29.4
Dec.	1,062	713	862	7.2	6.0	7.5	123	100	96	26.8	30.8	30.0
Oct.-Dec.			2,978									
Jan.		970	1,026		8.3	8.9		97	96		29.9	30.3
Feb.		1,290	1,169		9.1	9.9		122	99		29.1	29.7
Mar.		1,322	973		9.4	8.6		118	94		28.3	30.5
Oct.-Mar.			6,433									
Apr.		1,176	1,000		8.4	8.5		115	96		28.1	30.5
May		1,158	1,079		8.4	9.4		115	100		27.9	29.9
Jun.		1,125	963		8.5	8.1		109	100		28.8	30.3
Oct.-Jun.			9,701									
Jul.		1,192	956		8.9	8.4		108	98		27.7	30.9
Aug.		1,045	1,071		8.1	8.4		107	108		28.0	30.3
Sep.		853	997		6.9	8.6		100	100		29.0	30.6
Season			12,970									30.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.
Equivalent cases 24 No. 2 cans...432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

AGRICULTURAL MARKETING SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1958 to date

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per No. 303 can		
	1960- : 1961, :	1959- : 1960 :	1958- : 1959 :	1960- : 1961 :	1959- : 1960 :	1958- : 1959 :	1960- : 1961 :	1959- : 1960 :	1958- : 1959 :	1960- : 1961 :	1959- : 1960 :	1958- : 1959 :
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	345	5.1	4.5	5.7	57	53	57	20.7	20.5	20.3
Nov.	212	238	289	3.7	4.3	5.5	51	49	49	21.7	20.5	20.4
Dec.	193	174	211	3.4	3.6	4.0	51	46	48	21.5	20.8	20.5
Oct.-Dec.			897									
Jan.		210	229		3.7	4.6		52	46		20.2	21.0
Feb.		222	230		3.9	4.1		53	51		20.6	20.4
Mar.		209	209		3.5	4.1		57	49		20.2	20.7
Oct.-Mar.			1,628									
Apr.		220	231		3.9	4.3		52	52		20.5	20.1
May		237	200		3.7	3.9		61	48		20.5	20.9
Jun.		269	233		4.5	3.9		54	58		20.7	20.7
Oct.-Jun.			2,152									
Jul.		269	276		4.3	4.4		59	59		20.7	21.1
Aug.		208	271		3.5	4.2		54	61		20.8	20.4
Sep.		239	283		4.0	4.7		55	57		20.6	20.6
Season			3,066									20.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period <u>2/</u>	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960
	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Oct.	1,363	1,289	16.8	15.7	67	70	36.5	37.8
Nov.	1,361	1,188	17.1	15.8	66	61	37.1	37.4
Dec.	1,411	1,207	17.0	15.8	66	63	37.1	37.6
Jan.		1,397		17.3		69		37.1
Feb.		1,456		18.3		65		37.3
Mar.		1,460		17.5		71		37.1
Apr.		1,414		17.5		68		37.4
May		1,453		17.6		67		37.3
Jun.		1,475		18.2		68		36.2
Jul.		1,367		17.8		63		36.5
Aug.		1,230		15.8		65		37.3
Sep.		1,305		16.3		66		37.3

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.
Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period <u>2/</u>	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960
	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Oct.	1,332	1,199	9.9	10.0	113	101	34.2	36.0
Nov.	1,157	1,144	8.9	9.3	109	102	34.5	36.1
Dec.	1,176	1,101	9.2	8.3	104	110	34.9	35.3
Jan.		1,215		10.0		100		35.8
Feb.		1,323		10.5		106		35.5
Mar.		1,294		10.6		104		35.4
Apr.		1,406		10.6		111		35.0
May		1,676		12.6		113		34.0
Jun.		1,902		14.1		111		34.0
Jul.		1,581		11.6		110		33.8
Aug.		1,480		11.0		112		34.1
Sep.		1,362		10.6		102		34.4

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.
Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period ^{1/}	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,334	5,967	40.6	40.4	127	125	2,765	2,293	17.0	16.5	132	116
Nov.	6,108	5,749	40.7	40.7	125	120	2,415	2,205	16.0	15.9	120	114
Dec.	5,966	5,550	39.7	40.4	122	114	2,704	2,115	16.9	14.7	129	122
Jan.		6,591		44.7		121		2,651		18.6		122
Feb.		6,761		47.6		120		3,027		19.6		126
Mar.		6,417		43.9		124		3,020		20.1		128
Apr.		5,944		41.9		118		3,106		19.2		133
May		5,932		41.0		120		3,397		21.0		134
Jun.		5,864		41.2		121		3,690		22.6		133
Jul.		5,488		39.0		118		3,393		20.4		136
Aug.		5,408		38.1		115		3,053		18.9		133
Sep.		5,587		39.2		117		2,646		17.9		120

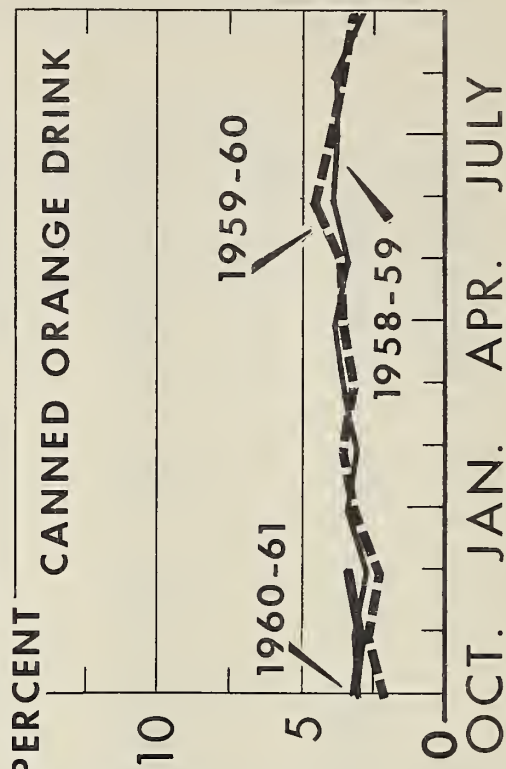
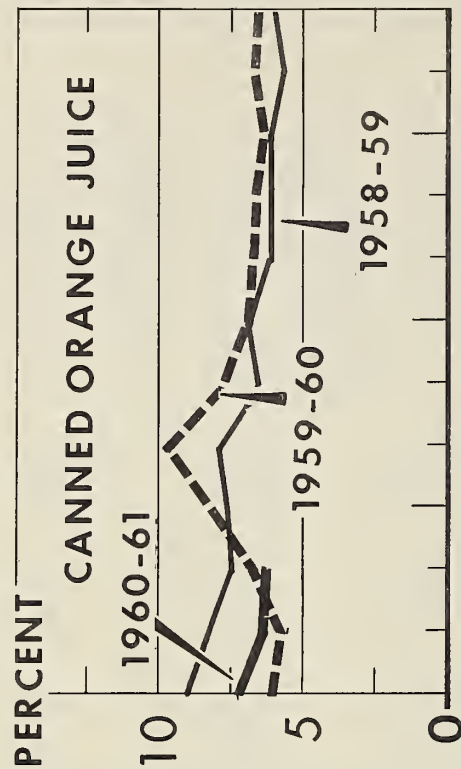
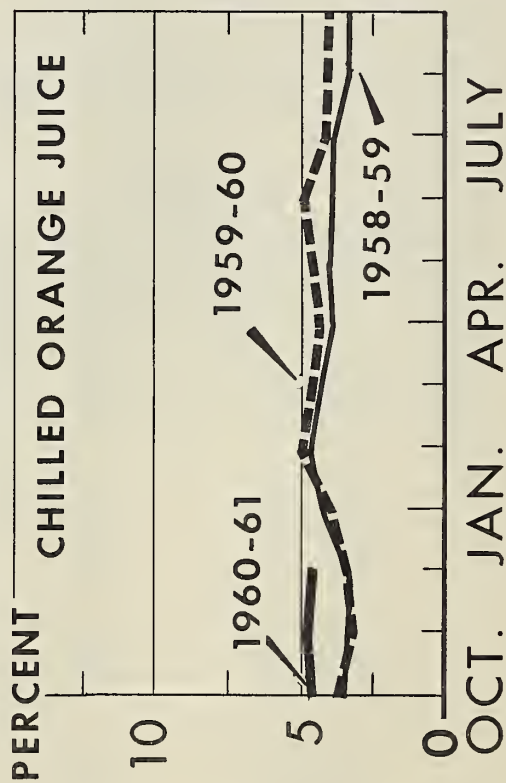
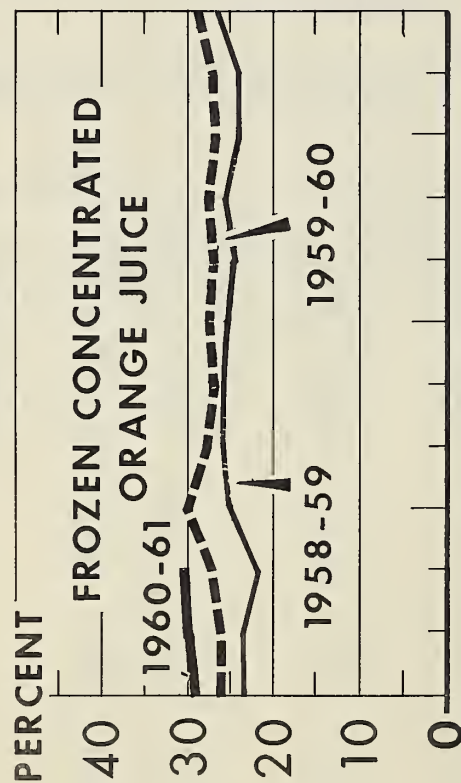
^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons.
Equivalent cases 24 No. 2 cans...432 ounces per can.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

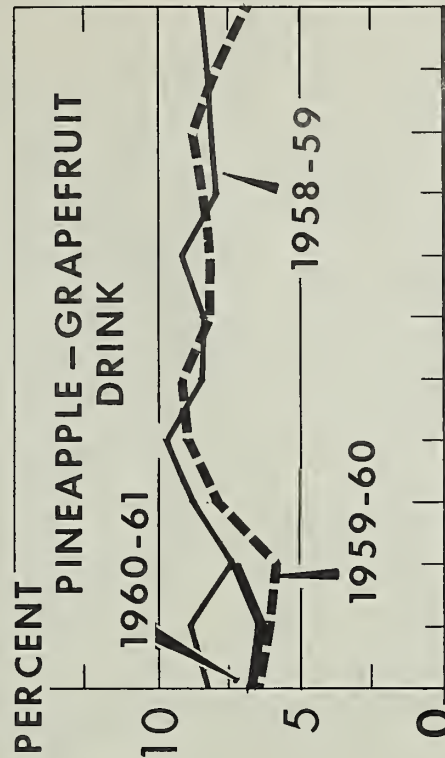
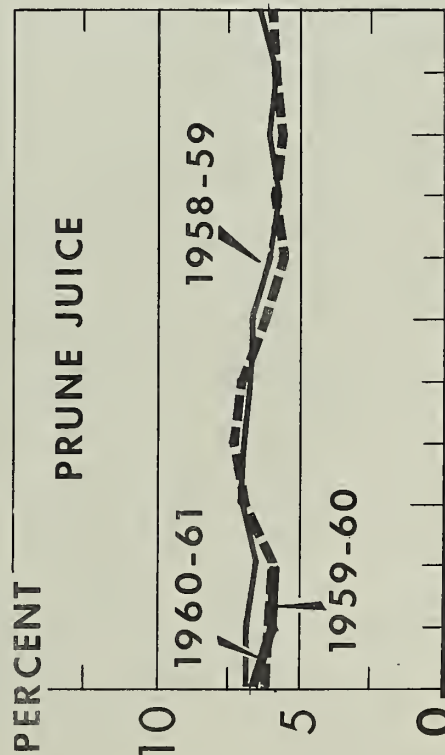
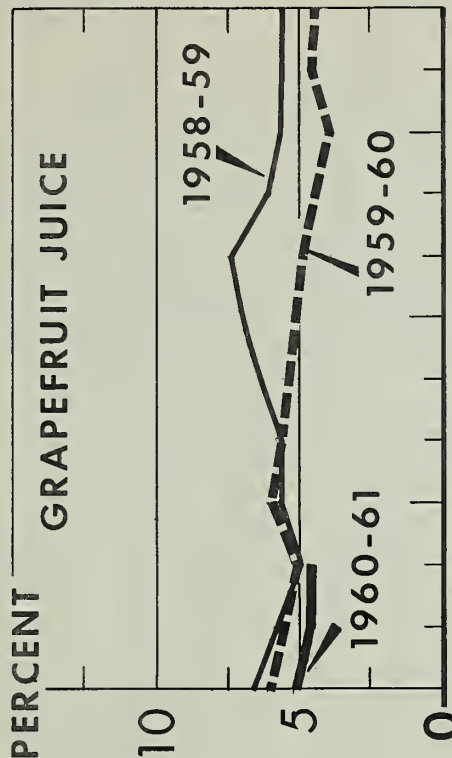
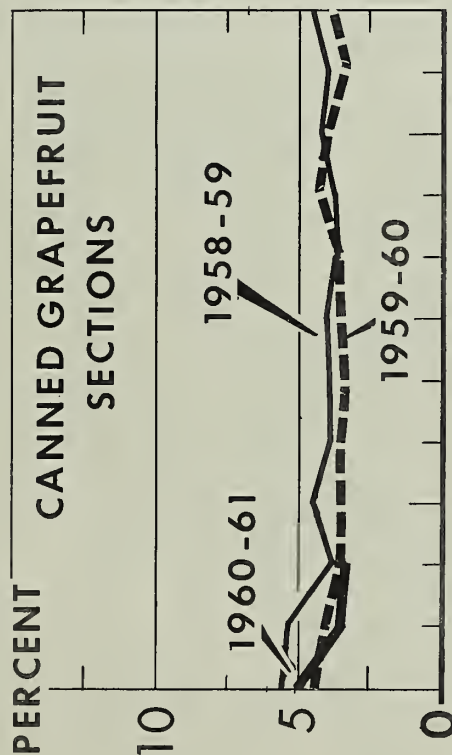
Period ^{1/}	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice ^{2/}		Canned single-strength juice		Canned sections	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,774	2,996	474	375	365	274	453	537	221	182
Nov.	3,668	3,045	417	356	395	280	408	436	148	172
Dec.	3,731	3,376	390	435	367	273	424	397	139	126
Jan.		3,988		592		309		503		145
Feb.		3,789		618		370		485		153
Mar.		3,883		559		382		442		144
Apr.		3,619		485		363		417		153
May		3,503		457		394		432		165
Jun.		3,516		468		393		364		187
Jul.		3,414		428		331		345		187
Aug.		3,279		414		316		419		145
Sep.		3,651		418		319		376		166

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. ^{2/} Based on yield of canned single-strength orange juice.

PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS



PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



OCT. JAN. APR. JULY

OCT. JAN. APR. JULY

**U. S. Department of Agriculture
Washington 25, D. C .**

POSTAGE AND FEES PAID

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